BACK-TO-WORK 50+ at Elgin Community College

Get Ready to Get Hired!
Dr. Clare M. Ollayos, DC  
Board of Trustees  
Elgin Community College  
Elgin, IL

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Coach /Navigator  
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Elgin, IL
Response to a Committee of the Whole Presentation
ECC Overview

• The U.S. Department of Education has designated ECC a Hispanic-Serving Institution.

• ECC joined Achieving the Dream in 2009, was named a Leader College in 2012 and again in 2015, the first in Illinois.

• GI Jobs magazine named ECC a Military Friendly® Institution 5 years in a row (2012-2016).

• The Bill & Melinda Gates Foundation visited in 2015 to study how ECC closed the achievement gap for Latino students.
ECC Overview

• Students: 9,949 Fall 2016 and 9,689 Spring 2017
• Age: Average age 27; 53.1% under 23
• Enrollment Status (fall and spring only): 69.4% part-time; 30.6% full-time
• Race/Ethnicity
  • 45% White/Non-Hispanic
  • 39.2% Latino
  • 6.8% Asian/Pacific Islander
  • 5.3% Black/Non-Hispanic
ECC Overview

ECC serves 23 municipalities in five counties
- Area 360 square miles
- Residential population 480,000
- Spring 2016 enrollment 10,215, FTE 5778
- Businesses in district

Elgin Community College employees 1,144
ECC Overview

• Gender 54.8% Female, 45.2% male
• Graduation rate: 30%
Today’s objectives

- How AARP Foundation Back-to-Work 50+ at Elgin Community College serves the fastest growing segment of the population
- The characteristics and needs of 50+ unemployed community members
- How ECC’s collaborative “one neighborhood” approach provides services to the needs of our 50+ clients
- The proven value of creating targeted workshops, hiring a therapist, and creating a useful job club
Unemployment Rates

National average in July 2017 was 4.3%
Illinois average in July 2017 was 4.8%

The Illinois job growth number still falls well below the national average.

Source: www.ides.illinois.gov
Reality Check from the Dept. of Labor

• 50 years or older is likely to be unemployed for
  • 5.8 weeks longer than someone between the ages of 30 and 49
  • 10.6 weeks longer than people between the ages of 20 and 29.

• For many older workers, the prolonged and potentially futile job search may prematurely drive them out of the workforce and even further decrease the chance for re-employment later in life.

• The odds of being re-employed decrease by 2.6 percent for each one-year increase in age.

Source: U.S. Department of Labor: 2014 Displaced Worker Survey
Workers between the ages of 54 and 65 earned 13.5% less in a new job after losing one.

Source: U.S. Department of Labor
And even more reality . . .

• Recent studies found much evidence that older workers find jobs that are lower in pay and less personally satisfying compared to their previous jobs.

• Older workers who stay unemployed for longer periods of time often wind up leaving the workforce altogether.

Source: AARP, March 2015
Older jobless women account for over 50% of unemployed

<table>
<thead>
<tr>
<th>AGE</th>
<th>2013 SHARE</th>
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<tbody>
<tr>
<td>16 to 19</td>
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<tr>
<td>20 to 24</td>
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<td>55 to 64</td>
<td>48.8</td>
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<tr>
<td>65 and up</td>
<td>46.5</td>
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2008
The Great Recession
The Financial Crisis

- Unemployment rate in the Chicago Area 11.5%
- Elgin rate was 14.4%
- Dr. David Sam, our college president, said we need a coordinator to provide services for the community to help this huge wave of newly unemployed people.
- The coordinator for Unemployment Services saw upwards of 100 clients each month, the majority were women.
2009

• ECC’s Workforce Development Department was awarded the AACC Encore 50+ grant.

• The grant awarded $15,000 over 3 years, leading to the development of campus and community relationships to support the 50+ population.
The Collaboration Began

• Engaged staff in admissions and registration to provide resources and referrals
• Developed awareness of this growing population within the institution through meetings, marketing, and advisory committees
• Community members aged 50+ found their way to campus for assistance, retraining, and re-entrance into academia and the workforce
2012

• ECC applied for the AARP Foundation Back-to-Work 50+ grant.
• The grant activities help low-income, 50+ unemployed or underemployed individuals, particularly women, re-enter the workforce and/or increase their income.
• The grant award was $165,000.
• We launched in January 2013.
All About Real Possibilities

Began as partnership with Walmart Foundation in 2014

ECC began its fourth year of AARP BTW 50+ grant in January 2017
BACK TO WORK 50+ Network

...being part of a national initiative
ECC Demographic for BTW50+

- 85% of the people who come through our door are women
- Women who worked for the same employer for a decade or more, lost their job due to restructuring, outsourcing, etc.
- Women new to workplace, or returning after a long time
- Retirees seeking supplemental income or a new part-time career
Barriers to employment

• Lack of awareness or confidence in their skills, abilities, and experiences

• Physical disabilities
Barriers to employment

No knowledge of the current job market and the strategies and marketing tools for an effective, realistic job search

IMPATIENCE
Lack of technology skills
Anger, Grief, and FEAR
Our Mission

Our aim is to provide a program that supports women and provides them with the tools necessary to obtain a job and the confidence to succeed.
Our Mission

Our program includes working one-on-one and in small groups with clients who are committed to re-entering the workforce and earning a life-sustaining wage.
AARP BTW 50+ Program:
Build upon and strengthen
Coaching cohort process at ECC

Seven Smart Strategies Workshop

Introductory coaching session

5 required workshops for training in Seven Smart Strategies to help in development of marketing tools
Coaching cohort process at ECC

- Intensive individual coaching sessions
- Practice interviews with coaches and employee partners
- Access to licensed therapist
Coaching cohort process at ECC

Workshops include “Grief and Transition” and “Exploration and Self-assessment”

Weekly job club meetings & weekly computer workshops Excel/Word

Access to networking and hiring events
Coaching cohort process at ECC

- **40 CONTACT HOURS**
- **70 HOURS INCLUDING COMPUTER WORKSHOPS**
- **APPROXIMATELY 8 WEEKS**
7 Smart Strategies Introduction Workshop

• Provides an overview of programming
• Introduces clients to the resources available in the neighborhood
• Begins the networking process
• Invites clients to recognize barriers and/or obstacles to employment
• Challenges clients to examine their own expectations, beliefs, and habits.
GET READY TO GET HIRED!

- **FREE**
  - Scheduled to be completed within 2-3 weeks
  - Nicknamed Job Search Boot Camp
  - Logical instruction sequence
  - Taught by an experienced professional instructor
  - Designed to be part of candidates’ Job Search Week
  - Job candidates develop networking skills through participation
FREE Computer workshops

- Microsoft Word -- Tuesday
- Microsoft Excel – Thursday
- Computer Basics class once a month
- Drop-in classes
- No registration required
- Highly skilled, PATIENT adjunct faculty member from Digital Technology
Necessity to hire a licensed therapist

• 50+ job candidates WILL experience anger, frustration, confusion, sadness, anxiety, and fear.
• Navigating their way through the issues of grief, loss, and transition are part of the job search process.
• Bereavement is necessary, but often not recognized or acknowledged by an unemployed person
• By the time many candidates walk through our door, they are already in a state of depression.
• Our licensed therapist provides professional, short-term assistance.
Necessity to hire a licensed therapist

• We found our therapist through networking.
• The cost of her services has been paid for by the grant.
• If long-term therapy is necessary, she will provide the referral.
• Our clients meet with her on our campus in our building.
What is the purpose of a job club?

- Instruction
- Networking
- Discussion
- Support
- Accountability
- Comfort
- Laughter
Job Club Success

• They are free.
• They are offered at the same time every week.
• They are drop-in. No reservations needed.
• They are part of the neighborhood: all of our resources are in the same building.
• Designed and facilitated by an experienced, professional instructor of adult learners
• Instructional topics are selected relevant to needs and interests of candidates. Dynamic and part of a recurring cycle.
• Research and information must be constantly updated.
What do we know for sure?

- Marketing is by word-of-mouth, newspaper, and coincidental
- New in 2017 – Facebook and digital advertising targeted to 50+ population
- 50+ candidates want and need short-term certification and training programs. Degree programs do not meet their urgent need to get a job
- A licensed therapist is not a luxury – it is a necessity
- Networking is the most difficult strategy for 50+ job seekers
- Employer partnerships add tremendous value for all
What do we know for sure?

• Create a neighborhood of services and resources offered at a consistent time in one place
• “No excuses” workshops: Cohort and confidence will emerge
• Professional instruction and curriculum design makes programs meaningful and relevant: consistent with andragogy and adult learners
Impact on our college

• For many of our job candidates, BTW 50+ 7 Smart Strategies Introduction Workshop was the first time they set foot on our campus
• Enrollment in non-credit vocational certificate training program
• Enhances understanding amongst generations
• Interaction with younger students: 5 generations in the workplace
• We put people back to work which strengthens the community and the tax base
YES! I AM A GOOD INVESTMENT.

You have assets employers need

• A strong work ethic
• Reliability
• Good judgment
• Strong interpersonal and communication skills
I GOT THE JOB!

100 + NEW HIRES

✓ 37 in 2016
✓ 15 so far in 2017
45 Part-time  49 Full-time
80% of our HIRED CANDIDATES are WOMEN
Are You 50+ and Looking for Full-Time Work?
CALL TOLL FREE 855-850-2525.
BACK TO WORK 50+ at Elgin Community College.

Elgin Community College

AARP Foundation

AARP® Back to Work 50+

Congratulations!
Back-to-Work 50+
New Hires 2016-2017

Joanne Buccellatti, Tulio
Amy Burtchett, Purchasing/Office Assistant
Michelle Cappell, Investment Manager
Sheila Chestnutt, Data Management
Marty Fehr, Customer Care Manager
Rose Freidstein, Trainer
Joe Geyer, Customer Service
Taffy Hensley, Welcome/Chamber
John Joffe, Trainer
Lynda Johnson, Customer Service Manager
Roma Kassiri, Mosquito Control
Natalie Lekis, Office Assistant
Thomas Meza, Production Supervisor
Andy McGinnis, Social Supervisor
Caryn Meeks, Accounting Assistant

Mona Metcalfe, Recruitng/Assistant
Chandra Brown, Manager of Human Resource
Marcie Mora, Customer Service
Lisa O’Kane, Manufacturing/Manager
Sally Primo, Administrative Assistant

GET READY TO GET HIRED!

AARP Search Workshops & Bridge

JDI Pre-Employment, Data Entry Assistant
Sonja Stahl, Business Development/Manager
Marilyn Taylor, Admin/Secretary
Kimberly Weber, Front Desk Assistant
Karen Williams, Fundraiser
Lena Dziedzio, Account Executive
Jenna DeLoach, Executive Assistant
Variety of industries, professions, jobs
Each is a different and important story

- Receptionist
- Administrative Assistant
- Massage Therapist
- Surgical Technician
- Pharmacy Tech
- Golf Instructor
- Apprentice Butcher
- Retail Baker
- Cashier
- Maintenance worker
- Customer Service
- Teacher
- Tutor
- Intake Counselor
- Case Manager
- Manufacturing Manager
- Investment Manager
- Events Planner
- Aquatics Director
- Sales
- Intake Counselor
- CNC Operator
- Triage Nurse
- Security Benefits Administrator
QUESTIONS?